

# FY 2007 Program Performance Report

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**DEPARTMENT:** Michigan Department of Labor & Economic Growth

**APPROPRIATION UNIT:** Unemployment Insurance Agency

**PROGRAM:** Office of Media Technology

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**TIMELINE:** October 1, 2006 through September 30, 2007

## **PROGRAM MISSION STATEMENT**

The Office of Media Technology supports and disseminates the DLEG message, and in so doing helps Michigan families, consumers, labor and industry by providing audio, video, written and graphic communications with clarity, creativity, and distinction.

## **PROGRAM STATEMENT**

The Office of Media Technology (OMT) provides dynamic communications using specialized technologies to reach internal and external audiences. OMT proactively promotes state programs and services with messages in support of DLEG and State of Michigan initiatives. Specifically, this office produces outreach communication tools (media) using technologies such as digital audio and video recordings, cable television programs, graphic arts, CD-ROMs, website design, electronic newsletters and business forms.

Keeping pace with current mass media technologies and strategies, this nine-member team provides creative concepts, graphic and forms design, comprehensive publishing and consultation services.

**FUNDING SOURCE:** Federal Funds

**LEGAL BASIS:** MCL 421.1, et seq.

## **CUSTOMER IDENTIFICATION**

OMT services are primarily provided for the Unemployment Insurance Agency. OMT services are also commissioned by bureau directors, project managers, and public information officers within DLEG divisions who are interested in advanced techniques for promoting their product or service. Our customer base also includes State departments outside of DLEG, cable television (CATV) system providers, MI Works! Agencies, libraries, municipalities and the general public.

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## **MAJOR OBJECTIVE**

Produce Cable Television (CATV) programming to support major DLEG initiatives and services. The shows often demonstrate State government services in action.

**Comment:** Produced 12 episodes of “The Job Show,” a monthly CATV show designed to help employers and workers. Information is given to assist people in making career choices, finding jobs or to learn more about the State’s Workforce Development programs. Two of those shows focused on helping veterans obtain transitional services and employment services. Veterans are given preference under federal law.

- October 2006 – Job Show # 823 explains the responsibilities of DMB and the Buy Michigan First initiative.
- November 2006 – Job Show # 824 explains how DLEG addresses veterans’ employment needs through its Veterans Services Agency and programs such as TAP (Transition Assistance Program), Hire A Vet, and the Veterans Services Work Study program.
- December 2006 – Job Show # 825 featured two new websites by the MI Dept. of Community Health- the Careers in Healthcare and the Healthcare Workforce websites. These sites serve as a valuable information source for in-demand health careers and state and national healthcare workforce development activity.
- January 2007 – Job Show # 826 discusses how MIOSHA is proactively working to connect with employers to improve and enforce safe workplace conditions.
- February 2007 – Job Show # 827 features Project MOVE, a DLEG program to prepare returning veterans to join Michigan’s 21st century workforce with services designed to provide career counseling, secure jobs and avoid unemployment.
- March 2007 – Job Show # 828 features the No Worker Left Behind Website, a one-stop shop for dislocated workers to learn about hot jobs, career trends, and get short-term training.

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## **MAJOR OBJECTIVE (Cont'd)**

Produce Cable Television (CATV) programming to support major DLEG initiatives and services. The shows often demonstrate State government services in action.

- April 2007 – Job Show #829 discusses the Michigan Opportunity Partnership initiative and other proactive measures DLEG is taking to bridge unemployed workers to available training, leading to current job openings
- May 2007 – Job Show # 830 explains the different job options and regulations for teenagers and provides both students and parents with all the information needed to get started on summer employment.
- June 2007 – Job Show #831 discusses how DLEG has taken the lead in assisting the growth and development of the 21st century workforce preparation. The show features the programs available for worker training, funding and additional resources that are required to make an impact.
- July 2007 – Job Show #832 features the UIA service, Employer Web Account Manager (EWAM). Benefits to employers and UIA are discussed, and a demonstration of the service is also provided.
- August 2007 – Job Show # 833 explains the importance of the Prevailing Wage Law and how it creates a standard of quality that benefits Michigan's public works projects and the workers who construct them.
- September 2007 – Job Show #834 discusses the SHARE Network, a program in which the State of MI works with non-profit community service organizations to help unemployed workers.
- October 2007 – Job Show #835 details how the No Worker Left Behind program was designed to provide unemployed workers with free educational opportunities while matching them with hiring employers.

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## MAJOR OBJECTIVE

Produce Cable Television (CATV) programming to support major DLEG initiatives and programs.

**Comment:** Produced 9 editions of Consumers Corner, a monthly CATV program that helps the people of Michigan make informed decisions about products and services that are regulated by the government. Consumers Corner also helps people avoid scams and gain access to programs that provide financial relief.

- October 2006 – Features the Bureau of Fire Services discussing fire safety and prevention
- November 2006 – Features History, Arts and Libraries discussing the impact of arts and culture on Michigan's economy.
- December 2006 – Features the Liquor Control Commission and what it's doing to address underage drinking and other alcohol-related issues
- January 2007 – Features Focus:HOPE and its college degree program as well as information technology training and engineering programs.
- February 2007 – Features the Public Service Commission detailing the State's energy plan and how consumers can conserve energy at home.
- March/April 2007 – Features the Dept. of Agriculture discussing alternative fuels. This show focuses on the use of ethanol and biodiesel to not only help reduce the demand for foreign oil but grow Michigan's economy.

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## **MAJOR OBJECTIVE**

Produce Cable Television (CATV) programming to support major DLEG initiatives and programs (Cont'd.)

**Comment:** Produced 9 editions of Consumers Corner, a monthly CATV program that helps the people of Michigan make informed decisions about products and services that are regulated by the government. Consumers Corner also helps people avoid scams and gain access to programs that provide financial relief.

- April/May 2007 – Compilation show featuring Land Bank Fast Track Authority and choosing a contractor.
- June/July August 2007 – Featured UIA Employer Web Account Manager and the UIA Employer Handbook.
- September/October 2007 - Features the Liquor Control Commission discussing the problems of underage drinking.

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## **MAJOR OBJECTIVE**

Produce a Cable Television (CATV) program aimed at Michigan youths to perpetuate a skilled workforce.

**Comment:** The Job Show for Teens informs teens of high growth careers with emphasis on the education they will need to be competitive in these areas. Produced two episodes

- March 2007 – Episode #3 features careers in physical therapy, HVAC installers and the Detroit Summer Youth Empowerment Program.
- July 2007 – Episode # 4 features the Youth Engineering and Science (YES) Expo, construction apprenticeships and careers in brick masonry.

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## **MAJOR OBJECTIVE**

Promote a one-stop website where dislocated workers can access myriad programs for economic support, training and employment services.

**Comment:** The No Worker Left Behind website consolidates major functions of various workforce program sites and initiatives into one logical and easy to navigate location. The site features links to the Talent Bank, the Career Portal, the Be Your Own Boss website, Health Careers and other job resources. The site was launched in January 2007.

- Created and produced a public service announcement for use in all of DLEG's cable television shows to promote the NWLB site. PSA was shown in three editions of The Job Show and one edition of Consumer's Corner.

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## MAJOR OBJECTIVE

To help returning service men and women access DLEG programs that help them re-enter the community and workforce.

**Comment:** OMT focused on promoting and explaining special employment services for Veterans.

- The Job Show featured Veterans Service Information on two separate editions:
  - November 2006 – Job Show # 824 explains how DLEG addresses veterans' employment needs through its Veterans Services Agency and programs such as TAP (Transition Assistance Program), Hire A Vet, and the Veterans Services Work Study program.
  - February 2007 – Job Show #827 features Project MOVE, a DLEG program to prepare returning veterans to join Michigan's 21st century workforce with services designed to provide career counseling, secure jobs and avoid unemployment.
- Promoted the Hire-A-Vet website.
- Promoted the Veterans Services toll-free phone number.



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## **MAJOR OBJECTIVE**

Create a series of 3-minute video vignettes to help customers access and make the best use of the career portal website.

**Comment:** The Career Portal website contains all of the key career development information sites. In order to help people navigate the site effectively, short narrative tours are provided to highlight and preview what can be found in the major areas. The videos were completed and sent to DIT by 9-30-07.

- One main overview video provides a comprehensive view of the site.
- Seven videos are produced to highlight main access points

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## MAJOR OBJECTIVE

Design, create, update and manage all Unemployment Insurance Agency (UIA) forms in accordance with State of Michigan printing guidelines.

**Comment:** Provide overall design and cataloguing services for more than 300 UIA forms.

- Designed and modified 111 forms and publications for UIA customers, both external and internal.
- Thirty-seven forms were made fillable providing convenience and ease of use for customers as well as cost savings for the State of Michigan.
- Revised MES Act and Rules *booklet*
- Revised Employer Handbook *booklet*
- Revised Unemployment Benefits in Michigan *booklet*
- Revised Unemployment Benefits in Michigan (Spanish version) *booklet*
- Revised Unemployment Benefits in Michigan – Employer Filed Claims *booklet*
- Revised Work Opportunity and Welfare to Work *booklet*
- Revised Monetary Issues Codes/Statements/and Involved Sections of the MES Act *booklet*
- Designed Guide to Unemployment Insurance Appeals Hearings *booklet*
- Revised Trade Adjustment Assistant *booklet*
- Revised Profiling and Reemployment Services *pamphlet*
- Designed Quality Insurance Program – Information for Individuals Receiving Unemployment Benefits *pamphlet*
- Designed Quality Insurance Program – Denied Claims Accuracy *pamphlet*

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## MAJOR OBJECTIVE

Make State government information accessible to people with disabilities.

### Comment:

- OMT staff member serves on the DLEG ADA Committee and the Electronic Access Subcommittee.
- E-Access Subcommittee provided ongoing maintenance to the Disability Resources website.
- Introduced proposed revisions to DLEG Accessible Video Production Policy (AVPP). Presented to Leadership Council Feb. 2007.
- Created procedures for implementing AVPP.
- Regularly closed captioned all three of OMT's cable television CATV programs.
- Produced audio described and captioned versions of all special purpose videos.
- Provided transcripts, live audio description or technical advice to help DLEG agencies adhere to the Accessible Video Production Policy and the Accessible Meetings Policy.
- Listed as a resource in the State Administrative Guide for Accessibility for providing accessible video production.

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Support and disseminate State of Michigan and DLEG messages by providing audio, video, written and graphic communication services both internally and externally.

### Comment:

Provided Audio and Visual Services for:

- Governor's Appreciation Day
- OFIS "Best Practices" Conference
- Project HERO meeting

Provided Audio and Video Duplication Services:

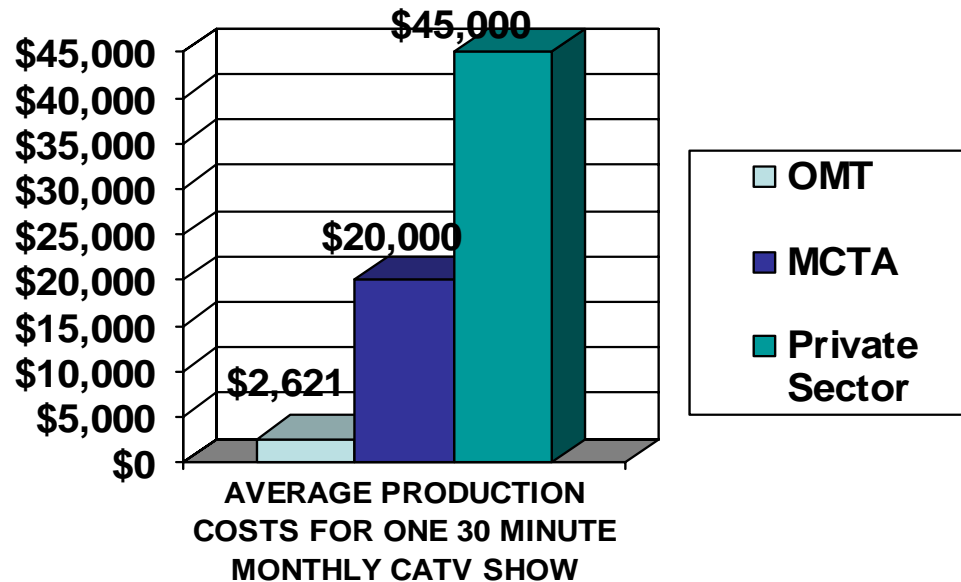
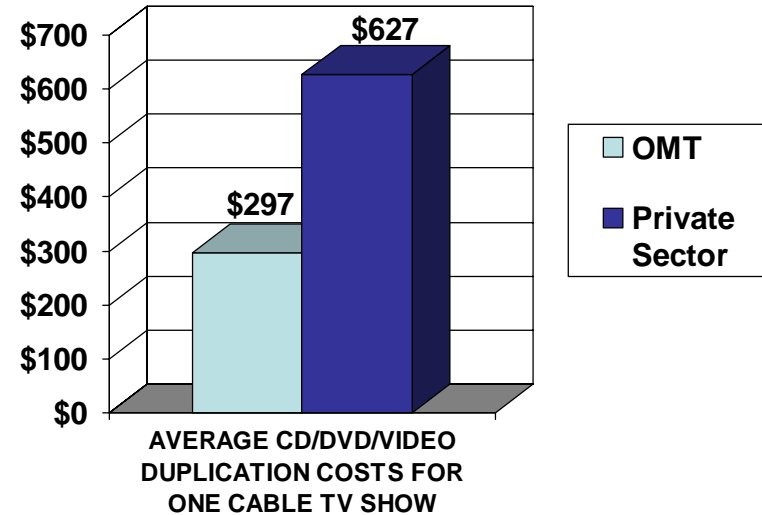
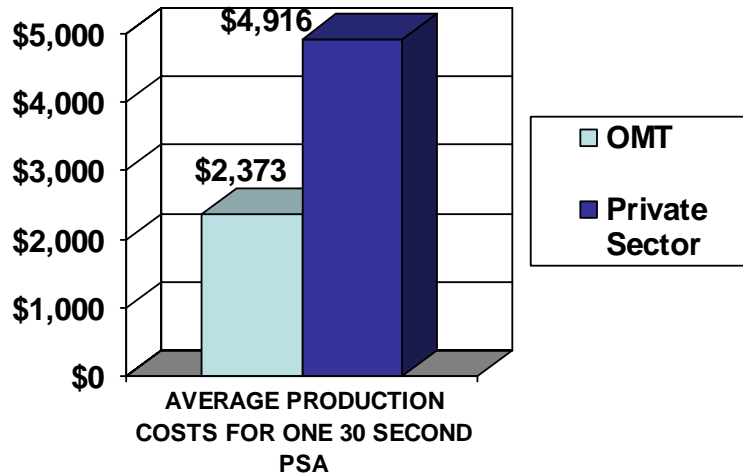
- VHS (not including cable shows or Special Purpose videos) - 173
- Audio CDs and CD-ROMs - 362

## Departments/Bureaus Requesting OMT Services

- Governor's Office – 2 Projects
- Department of Community Health – 3 Projects
- Michigan Commission on Disability Concerns – 1 Project
- Michigan Commission for the Blind – 1 Project
- Michigan Rehabilitation Services – 2 Projects
- DLEG Executive Office – 1 Project
- MIOSHA – 2 Projects
- Division On Deaf and Hard of Hearing – 1 Project
- Bureau of Workforce Programs – 3 Projects
- Wage and Hour Division – 2 Projects
- LMI & Strategic Initiatives – 1 Project
- SOAHR – 1 Project
- MI Land Bank Fast Track Authority – 1 Project
- OFIS – 1 Project
- Liquor Control Commission – 1 Project

# FY 2007 COST COMPARISONS

## OMT vs. Private Sector

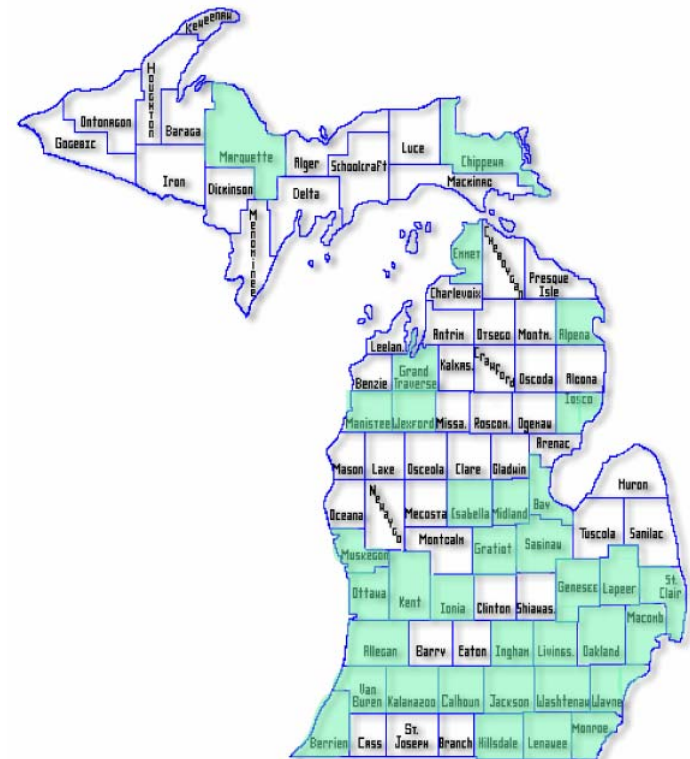


Source: Michigan Cable  
Telecommunications  
Association Rate Card, 2004

## BENEFITS OF CABLE TELEVISION (CATV) PROGRAMMING TO DLEG AND THE PEOPLE OF MICHIGAN

- CATV Educational programs allows for in-depth information about State of Michigan programs and services.
- The shows often demonstrate State government services in action.
- No cost to DLEG for airtime.
- Public, Educational, and Government Access Television allows for more viewing opportunities. DLEG cable shows are played on average four times per week and more than once per day.
- CATV allows people easier access to government.

## CATV Show Distribution



Show	Cable Systems	Households
Consumer's Corner	79	2,710,120
The Job Show	79	2,798,724
The Job Show For Teens	76	2,815,728

As of 10/23/07

Shaded areas represent locations of Cable Television Systems playing DLEG programming.

# Challenges Faced by OMT

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- The OMT video studio needs to update key components. The AVID digital editing suite is aging, lacking adequate RAM and in need of upgrades.
- Live taping control room needs a new switcher and a new intercom system.
- To facilitate more web-based videos, the studio needs a new encoding device.
- Due to overall state budgetary problems, there has been a decrease in annual staff training resources. Staff needs to be trained in the latest software and equipment upgrades to keep up with progress being made in the private sector.
- Our current network color printer is antiquated, unreliable, and not supported by DIT. The nature of the work of OMT requires the use of a color network printer. We are in need of a replacement.